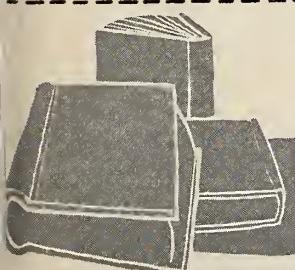
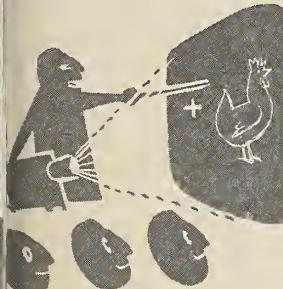


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FEBRUARY 1956

EXTENSION SERVICE *Review*



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SPECIAL
COMMUNICATIONS
ISSUE



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EAR TO THE GROUND

To you who question your success in communicating ideas, this issue of the Review is especially dedicated. It was written for those county extension workers who still strive for a well balanced communications program.

In planning this issue, the advice of many persons was sought and help from several score persons was generously given. For every idea and contributed article, we are most grateful.

Judging by the number of excellent stories received, there's a lot of communicating going on. It was to be expected that repetition would occur, which necessitated trimming and cutting. When the dummy was made up, more bits here and there had to be sacrificed to make the articles fit the space. A number of good articles were held over for the March issue.

Consequently, many of you who took the trouble to write for this issue may find that your handiwork has undergone Operation Blue Pencil. I hope the total result will be good and you will take pride in having contributed to this effort to help all extension workers communicate more effectively.

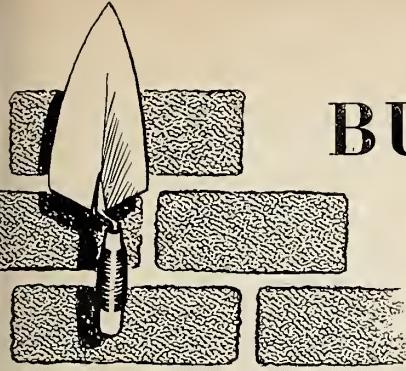
We have tried to give you a definition of communications and some ideas of what a balanced communications plan is and how it supports your total program. You will find two articles illustrating this. In two or three articles you will get help in analyzing your audience, which is the first step in making a communications plan.

Following these are examples of agents' experiences using different media. And in conclusion, we recommend Dr. Wiebe's advice to "count your cash" . . . CWB.

COVER PICTURE

Leo Sharp, left, farm adviser in Fulton County, Ill. assists Jerry Bidle, farm program director for Station WBYS at Canton, Ill., in interviewing Jesse Schwartzbaugh on his farm tractor at night.





BUILD-IN Your Communications

LESTER A. SCHLUP, Federal Extension Service

MOTHER used to say that a watery stew can't be saved by dumping in a bunch of carrots. That pungent observation would apply equally well to communications. All of the ingredients should be considered at the start if communications are to be brewed with the flavor that whets an appetite for the fare you are serving.

The essential ingredients are covered in this issue of the Extension Service Review. Naturally, one issue is too short to cover the entire front. For that reason, perhaps too much prominence has been given to mass methods, which is only a part of the total. So, let me hasten to add here that mass methods are primarily stepping stones which strengthen and supplement your face-to-face contacts and widen out your audience way beyond those you can reach personally. They are important, surely, in a well-balanced communications program. But teaching that encourages changes in people demands strong individual and group contacts to which the mass contacts are cued.

Communications, it is unnecessary to explain, is a gilt-edged word which means, simply, all kinds of contacts with people. The meaningful ones help you and your audience to link minds. The Smith-Lever Act says that it's your responsibility to communicate helpful information in ways to "encourage the application of the same." Just putting out information is relatively simple. But it's in that quoted phrase where we get into the human relations challenge of developing communications that encourage people to take action. People are elusive. They just won't stay put. Nor will they fuss if you serve them an unpalatable fare. But they'll turn their plates down. This reminds me of the needle that C.B.S. research psychologist Gerhart D. Wiebe stuck

into us recently when he said, "Your public won't struggle to get your message." So the burden is on us to get the information across . . . clearly, concisely, convincingly.

But let's pause, climb to the top of a silo, and take a crow's squint at your communications terrain. With the folks who are on your county extension advisory committee, a program has been developed. This mirrors the problems and objectives in your county. It is now your desire to focus on these problems all of the technical and economic information you can corral. Naturally, with the help of your supervisors and specialists, you bring that knowledge down to practical real-life situations. So we all agree, I imagine, that your communications program rests on these two sturdy legs . . . first, a sound extension program worked out with people, and, second, a practical application of the knowledge siphoned from research reservoirs.

But you still need a third leg to steady the other two in supporting a well-balanced communications tripod. That leg is the methods approach to people. So using the problems and objectives in your county extension program plus the knowledge that can be applied to them, you build a plan which meshes the two in a unified approach to people, using every effective method. Included, no doubt, would be the direct approach, the group approach, the mass approach, the approach through organizations, business, and so on. Your aims, your messages to further your aims, your various audiences, your channels to them, the contacts you intend to make and the best time to make them . . . these would be carefully chosen in advance to bring about the results you seek.

Boiling these ideas down to their residue, then, you would want, I

assume, to answer for yourself such questions as these:

- What are the deep-seated problems that people seek my help in licked?
- What resources of knowledge, skills, and channels do I have in helping to solve them?
- How can I bring this knowledge together and focus it effectively to bring about the results I am seeking?
- Am I clear in my own mind about the significance of what I want to transmit to bring about changes?
- To whom should I transmit this subject matter? Are the targets for it outlined sharply?

Then after you have answered those questions, and then only, here are a few more you will wish to tussle with:

- What group of communication methods (demonstrations, meetings, radio, press, etc.) will best contact the target audience and lead to action? Remember that repetition through many channels roots ideas, but an ever fresh approach is the spice that may influence decisive action.
- How can I word and/or visualize my messages so they will have real meaning to the recipients?

Sound complicated? Maybe. Yet many extension agents do these very things most successfully and, perhaps, less consciously than the pattern outlined. You'll find some good examples in this issue. Linking knowledge to folks isn't so tough when you have a sincere interest in their struggles, when you know how they look at things, how they like to be approached, and when you have the missionary urge to help them. A communications plan should strengthen still more the magic you pour into rural progress.

THE MOST effective information media for the Extension Service is agent-farmer conversation. But agents and farmers do not always have time to talk, especially during the busy planting and harvesting seasons when the most information is needed.

To replace agent-farmer talks, M. E. Hislop and his 8 associates use a combination of all communications media.

Hislop, who is county agricultural agent in Oneida County, New York, uses effectively newspapers, radio, television, service letters, local bulletins, posters, circular letters, displays, demonstrations, the telephone, and the county's Extension Service News.

Unknowingly perhaps, Hislop is following a principle of getting information to farmers which was laid down in 1896 by the late Liberty Hyde Bailey, one time dean of the New York State College of Agriculture at Cornell University. Bailey, writing in an extension bulletin, said, "The results of experiment station work must be carried to every farmer's door; and if he shuts the door, they must be thrown in at the window."

Farmers seldom shut their doors to information these days, but if they do the Oneida County information program goes into their homes right through the window via three radio stations and one television station.

Doorstep delivery of information goes to Oneida County farmers through three daily and three weekly newspapers, by mail, and by person-to-person contacts.

When he can't go into the home with his information, Hislop uses eye-catching posters and displays or well-planned and executed demonstrations to bring the farmers out of doors.

Although his quantity of information is high, Hislop has a quite different standard. And that's quality.

Oneida County farmers are not bombarded with information. The material comes to them in easily handled portions.

Hislop has analyzed each of the communications media and he makes them work to the best advantage of the farmer and consumer.

The television show, a cooperative effort of three counties, is keyed to consumer interests.

"they're coming through the WINDOWS"



ROBERT W. BLACK, Department of Extension Teaching and Information, Cornell University, Ithaca, N. Y.

"Because our TV show is on the air in the afternoon we know that we aren't going to reach farmers," Hislop said. "We know that our audience is composed mainly of housewives. We give them consumer information which will help both the housewife and the farmer."

Newspapers are used to reach both the farmer and the consumer.

Hislop and his associates, however, are not concerned only with farmers. Oneida County has two metropolitan areas and the total urban population in the county is 159,000. There are 16,600 persons living on farms.

The Oneida County program is being planned to take in another

large block of the county's population—that "in-between" group of rural residents. Some 47,000 persons are living in rural areas but are not farming. "We must adapt our program to meet the needs of these people," Hislop said.

A good many of the telephone calls which are made to the county agent's office during the summer come from these rural non-farm residents and from city folk. They are interested in keeping their lawns in good shape, or in getting the most out of their small gardens, or in finding out what they can do to keep "that lone apple tree bearing fruit." Hislop and his assistants answer the questions or recommend extension bulletins which will help these people solve their problems.

Often the city dweller's problem will come to the attention of the daily newspapers. The reporters turn to the county agent for the answer.

"We work with the reporters as much as we can and sometimes we can give them a tip on a good story," Hislop said. "All of us in the office carry cameras when we go out in the field and if we get a news-worthy picture we offer it to the papers."

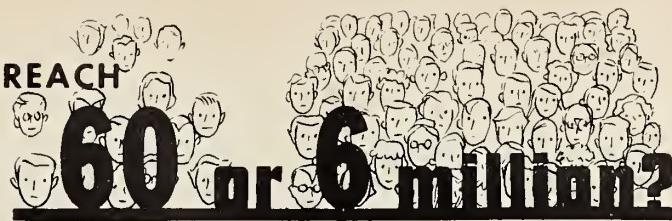
The papers also call on Hislop and his staff to localize State and national news stories. "The papers, just like our office, are interested in how Oneida County will be affected by what happens in the State and in the Nation. We try to interpret the stories for them and to help them adapt the material to local conditions," Hislop pointed out.

Summing up his information program, Hislop said, "Getting information to the people is the main function of our office. We try to do an efficient job. It takes planning, co-operation, and time."

In talking with Hislop, I found that he handles his problem of time very well. He makes each of his information efforts do more than double duty.

Often Hislop will turn a well written newspaper story into a radio script, a segment on the tri-county TV show, a service letter to farmers, and the basis for a display or exhibit. He makes good use of all his materials to reach as many people in as many different ways as possible, and that's the aim of the Extension Service.

DO YOU WANT TO REACH



HAROLD B. SWANSON Extension Editor, Minnesota

LAST summer and fall a county soils agent, a county agent, and two University of Minnesota specialists presented a dramatic demonstration called "Corn—Yesterday and Today" that has attracted nationwide attention.

That demonstration offered concrete proof to Minnesota farmers that modern methods will more than double corn yields and triple returns over 30 years ago.

But even more important perhaps to extension workers was other proof it presented. It showed that even the most modern demonstrations in themselves will reach only a few people—that Extension must use the communications and teaching methods of the fifties, not the twenties, to tell its story.

A crowd of only 60 appeared at the well-publicized field day, climaxing the demonstration last October 7. In spite of all this the planners of the demonstration weren't disappointed. The field day itself was only a small part of their plans for a bigger audience and better teaching results.

Today a conservative estimate of the people reached with the message totals over 6,000,000. And that figure may yet reach an amazing 60,000,000!

It all started last winter when Goodhue County Soils Agent Arnold Wiebusch, County Agricultural Agent G. J. "Dick" Kunau, University of Minnesota Soils Specialist Harold Jones, and Extension Agronomist Edwin Jensen decided to give a new twist to an old teaching tool—the demonstration. They wanted to dramatize to farmers that modern methods do pay.

They decided to raise corn on one plot by methods common 30 years ago and corn on an adjoining plot by 1955 practices. Walter and Paul Wenzel, farmers near Red Wing,

agreed to cooperate and provided three acres of land.

The "Corn Yesterday" plot was not fertilized, except for manure; open-pollinated (Minn. No. 13) corn was checked in rows, 12,000 plants per acre; and the corn was cultivated four times.

The "Corn Today" plot was fertilized three times—before planting, at planting, and after the last cultivation; insecticides and herbicide were applied; a modern hybrid was planted on the contour, 18,000 to 20,000 plants per acre; and cultivation was limited.

"Corn Today" showed its superiority to "Corn Yesterday" in many important respects, including the following:

Higher yields, 123 bushels per acre compared to 59 bushels.

Greater returns, \$90 per acre compared to \$35. Higher yields offset the higher cost of production per acre which was \$39 for "Corn Yesterday" and \$64 for "Corn Today."

Lower bushel costs, 52 cents compared to 66 cents per bushel.

Fewer weeds, 60 per cent less than the "Corn Yesterday."

Fewer barren stalks, only 2 per cent compared to 13 per cent.

Less lodging and fewer broken stalks, 5 per cent compared to 16 per cent.

Both the old and new methods were given a fair trial. Every step was outlined in advance for the entire year and every practice reviewed. Wiebusch then had the responsibility for carrying out the practices and planning the final field day.

However, the county agents and specialists didn't stop with planning the demonstration. Working with the State information staff, they planned their teaching aids and informational activities at the same time.

They made arrangements to take color slides and movies throughout the season and to tell the story widely through newspapers, magazines,

(Continued on page 43)



Paul Wenzel, Red Wing farmer, and Arnold Wiebusch, Goodhue County Soils Agent, show practices and results of the demonstration.



To be effective, news stories must be

As Regular As Monday

Countless story potentials

A COUNTY agent's job is to teach improved methods in agriculture and since people in my parish read both newspapers and magazines pretty regularly, I find these two media excellent channels for reaching them with useful and practical information.

Feature articles can be written by an agent on innumerable topics, such as how to get high cotton yields; why southern winter peas are the ideal soil builder; and how a group of cattlemen met their drought feed needs by purchasing a blackstrap molasses storage tank to supply feed at cost. Many other timely topics form a reservoir of subjects from which agents can choose. There is never a dearth of material, as an agent uncovers countless story potentials every week. Farm people are hungry for such information, and magazine editors have found the reader interest in such articles very high.

The county editor welcomes such feature articles since he, too, wants to provide farming information to his readers. The articles should give new ideas and inspiration, create desire on the part of farmers to improve their own operations, and at the same time provide directions for carrying out useful practices.

Editors of farm magazines are always looking for articles that will be of benefit to farm people. They call these "service articles" because readers can emulate many of the farm practices suggested in the stories.

Feature articles, as written by agents, can also be used for radio

broadcasts. By adding in or taking from and using a prop here and there, a TV show can also be worked out that further tells the story contained in the feature article.

I started diffusing extension information 10 years ago, and I know that the pioneer who proclaimed "Advertising Pays" knew what he was talking about! — Guy Luno, Extension Agent, Franklin Parish, La.

Tell what farmers do and how

THE several hours I spend each week preparing Farm and Home Development stories for the local papers pay big dividends.

When the Farm and Home Development program began in Butler County, Ala. in August 1954, I realized that in some way we must familiarize the people in our area with this new phase of extension work. One of the best ways to tell them was through the two weekly papers of our county. Having written a weekly 4-H Club column for over 12 years, I naturally couldn't pass up the chance of letting both the farm and city people know all about this new endeavor.

My first articles explained the purpose of farm and home development. Later articles told about the families enrolled. And more recent stories tell the achievements of these families.

A camera soon became part of my regular equipment, and with it came an opportunity to do a better job. On farm visits I carry along the camera, because Farmer Jones will probably be building a new farrowing jacket for his sows, or performing some other farm operation that

I'll want to write about. One picture of such an operation will help tell the story much better than many articles.

Just tell what the farmers are doing or have done and you'll have folks reading it. But don't just tell that a farmer or farm family have done so and so; tell *how*, give the details, be factual. Readers want information they can apply to their own operations . . . And, of course, that's just what we want them to want.—George McMillan, Assistant County Agent, Butler County, Ala.

Success stories spur action

SINCE farm and home development work was begun in Kentucky 7 years ago, 81 Hart County families have completed the intensive course in farm and home development, and an average of about 150 other families have visited and inspected the farms and homes of each of the 81. We believe that a major part of our success in enrolling new families in farm and home development work has been due to stories of the work carried in our two weekly papers, the Hart County Herald and the Hart County News.

As leaders in their communities, these families realize their obligation to share with others the methods they learn for improving farm and home life. This spirit of cooperation makes it easier for us to write success stories from farm and home visits, office calls, and field meetings. Before and after pictures have been particularly good for illustrating our stories.

Human interest is paramount. We feature the people, the methods, and the results.

Both of our weekly papers are most cooperative. Often the stories are published at weekly intervals if they form a series or sequence, but most often they are written monthly and on a seasonal or timely subject.

What is to be written and when are decided in our weekly office conference. We secure the necessary information as we carry out our regular work. The actual time required to get the facts for the story may be over a period of a week or more. Usually the mechanics of writing the story take about half a day.

Success stories have stimulated so much interest in farm and home development that the work is well known throughout the county. We are sure the success stories have been instrumental in the recognition of the leadership abilities of the farm and home development families. — Jane Jones and Free W. Wallace, Extension Agents, Hart County, Ky.

Tell and sell balanced farming

A GOOD teacher must be a good salesman. Feature stories help extension workers sell themselves, their recommendations, and the services they offer to help people help themselves.

Before our Home Agent Winifred Yancey, Associate Agent Bradley Friesz, and I used feature stories, we assumed their preparation would be difficult. On the contrary, much satisfaction can be derived from such reporting.

Any contact can provide leads. And there's always an abundance of information about people in our office files. All year long we collect and use material about demonstration plots, projects completed by individuals or groups, youth activities, marketing, and balanced farming families.

Some stories are built around livestock enterprises, water management, farmstead arrangement, field crop tours, and high crop yields. Soil testing records are kept on file. And these reports lead to many articles about soils and crops. A new house, a remodeling or painting job, the instal-

lation of cabinets, work saving arrangements, utility rooms, and water systems are a few of the home improvements which can be discussed.

The home agent and I each have a weekly newspaper column in which we feature short, timely stories of local people who are making particularly successful use of one or more recommended practices. These columns appear in the two county papers, whose editors have been most cooperative. This same personal approach is used in our twice weekly radio programs.

On our trips through the county, we carry cameras so that we can photograph subjects selected and planned in office conferences. However, we often come across subjects unexpectedly which will tie right in with our feature stories. For instance, Bradley got an outstanding picture showing soil being washed onto the highway from a cornfield which had been planted up and down the hill. Of course, we did not use the name of the landowner, or rather the "landloser." After a bit of experience, one learns to recognize effective picture material. Excellent pictures can be taken with an inexpensive box camera.

This year we prepared a separate special balanced farming edition for each of the two papers. These stories



Pike County, Ky. extension agents, Manuel B. Arnett, county agent (left), and Mrs. Opal Mann, home demonstration agent, look over pictures of recent extension activities with James Turley, editor of the Pike County News.

and pictures, with allied advertising, made up an 8-page section which was mailed to subscribers with the regular issue for that week.—Allan W. Sudholt, Pike County Extension Agent, Mo.

Rely on regular news releases

SIX or eight news releases are sent every week to newspapers, radio and TV stations that service farmers. This is an important part of the extension program in Henry County, Ill. This news service, supplemented by two personal regular 15-minute radio programs per week and two personal TV programs per month; includes 7 weeklies, 8 dailies, 16 radio, and 2 television stations.

Extension news to these outlets generally falls into three general categories. First, on-the-spot news, submitted for immediate release is of current interest for farmers, for example, reports on meetings and results of judging contests and fairs. Since weeklies in this area go to press on Wednesdays they may not always use these releases. However, most of them will rewrite the release to suit their needs.

Second, news items promoting or developing an interest in an event or meeting are sent to all outlets and may or may not carry a release date depending on the timing. If the event to be promoted is of major importance, such as a "Meat Type Hog Promotion Day," a series of eight to a dozen advance stories may be used. These include items on general program, prizes, why the promotion is important, highlights and sidelights. Follow up stories giving results are important.

Third, items of an editorial nature such as, corn borer situation and control, or how to control box elder bugs, go to all outlets with release dates.

Newspapers like brevity and prefer to have the first or lead paragraph cover the entire story in a summary form with the remainder enlarging on each item in order of importance. The extension worker who follows this form closely will be rewarded by having most of his news published. Here is an important place to give your volunteer local leaders lots of credit. Pictures are a big help in making news service more effective.—Dare W. Fike, County Agent, Henry County, Ill.

IN A COLUMN - IT'S

Variety + Personality

THAT COUNT

That Personal Touch

WRITING a regular weekly column shouldn't be regarded as an "I must do it" chore. Instead, it is something of a challenge, an opportunity, a means of reaching certain people not regularly contacted in other ways. These are my firm beliefs after having written a weekly column for more than 15 years.

To maintain reader interest, a column must be regular. Even a short column every week, one that readers come to expect, is more widely read, I'm sure, than the best column written irregularly. Try to make the column about the same length each week, so that the editor may count on that amount of copy.

In my column "Around Sac County," I try to include three things. First, something educational because that's the major reason for news items in extension work. For example, I mention Merrett Cook's fine farm home near Nemaha, pointing out that it faces the entrance driveway instead of the conventional arrangement where the front door faces the highway and is used only for weddings and funerals. Yes, a column provides a fine opportunity to put across an idea, a management practice or suggestion.

Second, I include something personal or light to relieve weight in the column. Oftentimes these are the items mentioned when a reader says "I saw in your column . . ." Folks know of my daughter Sandra's '41 car, painted a vivid pink that only an 18-year-old could endure, and they learn of my boys' pets, including snakes. At least some of the readers (judging from their comments) must enjoy the kidding I do with my friend Jack Hogue, especially when it comes

to the annual Sac City-Odebolt football game. Maybe this "stuff" has a part in developing a column's personality, I don't know.

Third, I make it a point to say something about coming events in Sac County and new publications which are available. Unquestionably these reminders help attendance and over-all participation in our extension program.

A column is a valuable news medium, something to complement an extension worker's regular news releases. And it's fun! Folks in Delaware township learned of my dislike for parsley and my belief that it is best to sneak it off the banquet plate and hide it as gracefully as possible. So at a community supper, all present donated their sprigs of parsley and, after gift wrappings, it was presented to me with appropriate ceremony, at a later leader training meeting.

Yes, writing a column will bring about many surprising results, educationally and otherwise—TRY IT!—Kenneth A. Littlefield, Sac County Agricultural Agent, Iowa.

Remember the Reader

THE time I spend writing my personal column pays more dividends in motivating people than any similar amount of time spent on other information media. A column must do more than merely reach people. It must bring about a response on the part of the reader. It must motivate the reader. Unless I am quite positive that the material for my column meets the above qualifications, it is not used.

It is entitled, "Day By Day With the Farm Adviser." As the name implies, it is brief accounts of what

I have read, said, heard, seen, and thought during the day.

The reader is constantly kept in mind as the column is being written. I realize that my column must compete with columns written by professionals. I must catch the reader's interest and then hold him there for a few minutes. The content must be such that he will feel it is vital. It must be good enough to keep him coming back for more.

I use many names in my column. That makes it interesting. Most everyone likes to see his name in print. Comments by extension specialists, speakers at meetings, 4-H members, farmers, homemakers, and others are woven into the article.

I use considerable subject matter contained in the extension editorial office news releases by weaving it into the column to fit the day's activities. For example, a news release on spraying weeds would be used in part in a column about a conversation I had with a farmer on killing weeds. Or an article on soil testing may be woven into a column pertaining to a discussion of some soil test reports prepared on a certain day.—Ray T. Nicholas, Lake County, Ill., Farm Adviser.

What Makes a Good Column

WHAT kind of success can you expect from the use of a column? In Redwood County, 67 percent of the rural men and 59 percent of the rural women read my column. Those figures are based on a readership poll taken by the twice-a-week Redwood Falls Gazette. With a rural circulation of 3,000 that means 2,000 families reached. Urban folks read it, too, 31 percent of the men and 20 percent of the women, an additional 540 families.

Added to this are the readers of seven local weekly papers getting the material. Five of these use my column often and two, occasionally.

Where can you get the information? The best source we know are farm people themselves, at farm and home visits, at meetings, and from letters. We aim to listen, with pencil and notebook handy. Thus we seldom miss getting a bit of information, an original remark that is useful in writing the column.

Another good source are 4-H records and reports. You may be surprised how many good items you can get here. Neither should we forget information letters and releases sent out by the State office or visits by specialists. They are an important source of new facts. And facts are what our people look for.

Now for what goes into a column. Short, timely items of interest and bits of information are good, especially those that can't be used in a longer news story. If John Smith has success with a practice, tell about it. Personal experiences add credibility.—**J. I. Swedberg, Redwood County Agricultural Agent, Minn.**

Set a Regular Time

REGULARITY is one key to the success of a weekly news column, says Vermonter William W. Stone, Windsor County agricultural agent. Stone sets aside the same time each week to write his chatty column and he sees to it that his daily and weekly editors always get copy on schedule every week.

This Vermont agent says that periodic visits to editors is good use of an agent's time. These friendly visits allow opportunity to talk over common problems, to bring the editor up-to-date on the county's extension program, and to iron out any difficulties in the county information efforts.

The column heading is furnished in mat form in single and double column sizes so that individual editors can select the one most suited to their paper's layout. The mat includes a photograph of Stone, his by-line, title, and the column caption, "Your County Agent Says."

He has the art work on the mat changed every couple of years so that

it will give a new look to newspaper readers. Stone feels that the addition of the photograph on a column heading is particularly important for the column of a new agent. For it serves to introduce him to the people of his county.

Stone's column goes into over 15,000 homes of his county each week and hits a potential audience of over 50,000 readers. The column is an excellent medium to keep extension teaching before the people of a county. Used regularly, and written for easy readership, the weekly news column serves a vital purpose in this Windsor county agent's plan of work.

"You mentioned in your column . . ."

A weekly column entitled "Among the Farm Folks" is in its third year and is bringing results far beyond first expectation. With four county weekly papers using all of the column and two other weeklies using parts, the Extension Service enters 8,000 homes every Thursday. The weekly column is now such a part of our extension program we would be at a loss without it.

The column consists of 4 to 8 interesting and timely items. It's headed up with a 1-column cut of



Walter Peterson, right, Brainerd farmer, asks Ray Norrgard, Crow Wing County (Minn.) Agent's advice on the control of the weed he found on his farm.

the writer's picture and the title. The column brings many favorable remarks. Frequently, letters start out with the words, "You mentioned in your column . . ." Drug stores report their customers often bring the column along when making a purchase of some chemical or other drug recommended. One lady has clipped the articles and made a scrapbook for herself and her neighbors.

Material is gathered throughout the week and jotted down. This is habit forming, and usually instead of searching, you are wondering what to leave out. Another trick is to answer the questions you have been asked the most, and call it the "Question of the Week." When mentioning a circular or bulletin, make sure you have a good supply. We've learned the hard way on this, and sometimes yet we get caught without sufficient copies.

Columns lend themselves to variety. You can go all the way from digging potatoes to plugging farm safety. A weekly column also lends itself well to a campaign. In 1955, one of our goals was to increase the acreage of alfalfa. With the exception of one letter to the 50 farmers in the Balanced Farming Association, we depended on the weekly column. Each week a new slant was used, and before long soil samples were being received for testing. It was not unusual when the samples were brought in to hear, "I want to try some alfalfa which the county agent has been talking so much about." At the end of the year, our acreage of alfalfa was more than double. One seed dealer requested he be informed a year ahead if another campaign was planned, so he could get sufficient seed.

After hearing that extension workers are in a rut, I decided to find out if this weekly column was just that. The next copy plainly asked the readers what they thought about the column and if they thought it should be continued. After all, it had been appearing for almost 2 years. When the letters, cards, telephone and office calls were added up, the weekly column appeared to be in a good rut to be in. Try it! We hope you will be pleasantly surprised.—**Walter F. Heidlage, Bates County Agent, Missouri.**

Wherever you go

THERE'S A RADIO

Glenn L. Schrader (right), Minnehaha County Agent from Sioux Falls, S. D., and E. C. Stangland, KSOO farm director, get together every Saturday from 12:20 to 12:30 for broadcasts of interest to rural persons.



Be Friendly

RADIO is used extensively in Newton County, Mo., to visit with farm people. We use it to teach why, when, and where. But not how.

Radio is a way to make friends with the farm family, and to let them know about and kindle interest in new practices. It can help establish the Extension Office as the place to get reliable information from the college.

Our radio programs are kept brief and carried on in a person-to-person style. We have to remember occasionally that we are talking to a person or a family, not an auditorium full of people.

Newton County agents use seven broadcast periods each week. To avoid the problem of having to be at a certain place at a certain time, a tape recorder is used for most broadcasts. Stand-by tapes are maintained to avoid further inconveniences to the agents.

The 4-H agent and home agent divide a 15-minute program each Saturday morning at 9:00 a.m.

Each Wednesday the county agent has a 7-minute spot over a large city station in an adjoining county that covers a fourteen county area. Five other counties have a similar program on a different day at the same time to give continuity to the program. This program precedes the farm markets and news.

On the local station in Neosho, a 7-minute program Monday through Friday at 12:30 follows the local news and precedes the farm markets.

We try to talk about the things farm people want to talk about. This is accomplished by making note of questions that are being asked at the office. Usually, these are typical of many persons' problems.

To avoid monotony and repeating the same subject too often, a 4-H calendar is hanging on the wall by the recorder, where we jot down what we talked about.

We try to develop a desire for what we have to tell. Results are sometimes startling. On a Thursday in November, the balanced farming agent talked about the balanced farming program. He suggested anyone who would like to take part in the program should stop by the Extension Office. The following Tuesday, a farmer came in and reported that he had heard the program and would like to get a group started in his community. In fact, he had already lined up 2 of his neighbors, and listed 4 other good prospects.

Our staff has found that this type of program will develop a lot of friends for the Extension Service and provide a quick way to get news and information out on the farm at a minimum of time and expense.—W. M. Howe, Newton County Agent, Neosho, Missouri.

Be Yourself

ARE you the Neal Dry that I hear on radio?" This question has been asked so many times that I do not doubt the coverage that radio programs have in this area.

I get real joy out of broadcasting a live 15-minute program 5 days a week. I arrive at the station at 6:15 a.m. which gives me 30 minutes to organize the material for the show, known as "The Farmers' Viewpoint." Card and letter response lead me to believe that city people as well as rural people like to hear about agriculture.

The general format of my show will cover coming events in my parish, conditions of crops or livestock when seasonable, and what individual farm persons are doing and why. I use a lot of material from good bulletins and from specialists. I try to work into the discussion information about subjects brought to my attention by questions the previous day. The program is concluded with the market report and weather.

The one practice I am a little emphatic about is *not* reading. I try never to read a news item. I talk informally as if I were having breakfast with my audience. A live program is appreciated and the county agent is considered an authority by most people, which eliminates the need for a lot of guest interviews.

Salesmen who work farm areas tell me they listen regularly and that it helps them in their discussions with farmers. City people tell me they listen regularly because they like to hear farm talk.

The Extension people here work with the two professional radio farm directors to give additional publicity to events and matters of special interest.—Neal Dry, Agricultural Agent, Caddo Parish, La.

You've Got To Know Your Audience

To Ranchers, Home-makers, and 4-H'ers

EXTENSION farm and home radio programs in New Mexico date back to the "twenties" and the advent of the crystal sets. County extension agents in the State were among the first to take advantage of this new tool for reaching more people with up-to-date developments in farming, ranching, and homemaking. Today, many agents periodically visit with people in their areas by remote setups in their offices, tape recorded, or "live" broadcasts.

A good example of how New Mexico extension agents use radio to good advantage is Dick Marek, Eddy County agent, who airs one of the oldest community service programs in the State. It's a 30-minute package dubbed "The Farm and Ranch" program and is broadcast at 6:45 a.m. each Tuesday over Station KAVE, Carlsbad. For the past decade, or so, a large company has purchased the time and made it available.

The program is a roundup of cotton markets, prices on the local scene, and the whens and wheres of farm-connected meetings in Eddy County. For the city dwellers, Marek gathers and presents information on gardening, raising flowers, planting and caring for trees and shrubs, methods of pest control, and fertilizers.

Frequently, he interviews agricultural specialists who have a message of local significance to farmers, and ranchers or urban people in the county. And from time to time, he features information of general interest to members of women's extension clubs and 4-H Club boys and girls in his county.

In Town and Country

IN St. Louis County, Minn., we are finding it harder and harder to get people to come to meetings. We used to have good turnouts, but due to successful radio and TV, it is easier to sit at home. So radio always looms important in my extension program. I like radio and consider it an excellent tool for reaching people. Because of my radio work the urban people of Duluth, as well as farmers in the area, know that the Agricultural Extension Service exists. They know where the county office is and they certainly make use of it.

Headquartered in Duluth, a city of 100,000, we reach city and country people. We have considerable small-scale dairying, some truck gardening, and some part-time farming. All of

this, of course, affects my approach to my audience.

By being constantly on the alert for material, it takes me very little time to prepare my radio talks. I have a special drawer in my desk where all possible radio material is put. Telephone calls and letters in which questions are asked also are valuable as a basis for radio discussions.

I prepare 6 broadcasts at one sitting, usually in the office on a tape recorder. My programs have all been taped in recent years, no live programs at all. It takes me about a half hour or so to get the programs for the week lined up, and then it takes about 50 minutes to do the recording.—D. T. Grussendorf, South St. Louis County Agent, Minnesota.



Several county extension agents in New Mexico sit in their offices and visit each day with farmers, ranchers, and homemakers in their counties. Their chatter is transmitted over "remote" radio setups such as the one being used by Jacob Tejada, Dona Ana County agent at Las Cruces. Tejada, the 4-H Club and home demonstration agents, and assistants alternate on the broadcasts.



• Farmers and businessmen in Buchanan County, Iowa, learned a lot about each other's work one day last fall. For a Farm-City Week program, County Agent Jay I. Partridge (left) and local helpers planned an exchange. Twelve farmers and twelve businessmen traded places for a day.

A week later the 24 "exchangers" made up a panel which reported their experiences with great interest to the nineteenth quarterly farmer-businessman meeting.



• Getting "checked out" on the mechanical features of a tree planter are two northern Minnesota bankers—Leonard Machart, Pine City, (center right) and Robert Nelson, Hinckley (right). Explaining how it works are Pine County Agent Erwin Wamhoff (left), and his Extension Forestry Agent Lansin R. Hamilton (second from left), both of Hinckley.



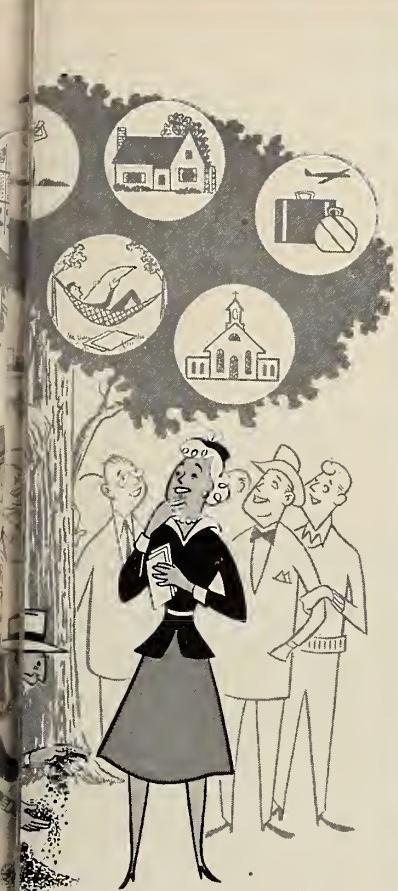
• Editor David Reynaud relates readers' enthusiastic response to the columns written by Mrs. Ruth Heagy and Kermit Coulon, home demonstration and county agents, of St. James Parish, La. He says, "The only stipulation we made was, 'Let's keep the column full of local names.' The agents are welcome additions to this paper." Visits to the newspaper plant are made frequently to strengthen the bonds of fellowship.



A Well-Tended Thrive

Inspired by the desire research makes possible looking people can produce of community living. By hard work, fed from the or human relations.

The heart of Extension. Seeking cooperatively with makers, professional people can help encourage change of many persons.

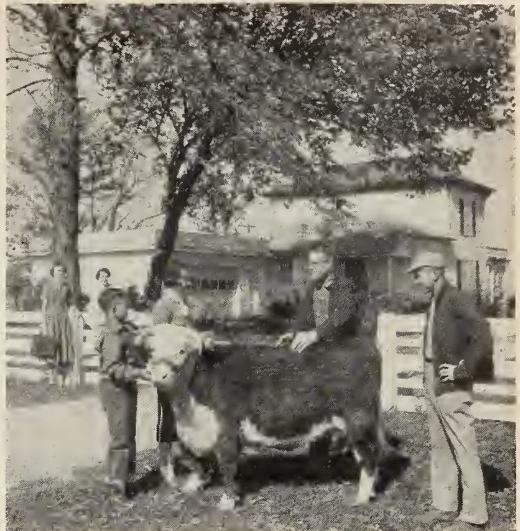


Community test

the best out of life that
energetic and forward
many of the finer fruits
we don't thrive without
spots we call good public

relations with people.
neighbors, merchants, home-
all, Extension workers
it will enrich the lives

• M. A. Caldwell (second from right in foreground) Boone County agricultural agent, Ind., looks over a prize Hereford heifer owned by a 4-H Club member, Richard Harmon (left foreground). Interested bystanders are Marsha Wall (second from left in foreground), another 4-H member, and Dr. R. H. Nelson (extreme right), a dentist who owns the farm where the picture was taken. In the background are Sue Young (left) home demonstration agent of Fountain County, Ind. and Mrs. Nelson.



• With farm families comprising 50 percent of his church membership, Father Richmond Hutchins, rector of a church in Trumansburg, N. Y., finds County Agent E. J. Coke, Tompkins County, an encyclopedia of knowledge. To minister to his agrarian parishioners he has to understand farming . . . since it's as much a way of life as a business.

• Oneida County, N. Y. agricultural agent M. E. Hislop (second from left) and Farm Radio Director Robert Kilgore (left) discuss general farm business with farmers, George Fehr and Charles Fehr.



← Extension workers are welcome to reprint the center illustration for similar picture stories in local papers or other publications.



"Across the Fence"

LLOYD R. WILLIAMS, TV Specialist, Vermont Extension Service

HOW would you like to have a captive TV audience? It isn't quite that simple, of course. There is always some competition for the viewers' attention whether it be from an outside channel or the crying of a baby in the next room. But we do have a situation in Vermont that may be somewhat unique among the 48 States.

Unlike many of our neighboring States, television operations in the Green Mountain State are confined to one station, WCAX-TV in Burlington. Beaming forth from 4,393 foot Mount Mansfield, at the very top of Vermont, the station covers 12 of our 14 counties as well as 3 New Hampshire counties, northern New York State, and parts of Ontario and Quebec.

An opportunity like this was too good to pass by. Early in February we made arrangements with WCAX-TV for "Across the Fence," a Monday through Friday 12 to 12:15 p.m. farm and home public service program featuring members and guests of our Extension Service. Naturally, this was to be an educational program, but recognizing that even in rural Vermont the number of non-farm people greatly outnumber the farm viewers, we decided to make our basic appeal to a general audience, using the program as a public relations vehicle for Vermont agriculture.

By attempting to appeal to the masses we had to broaden our base and to vary our approach and use of subject material. In all cases we had to answer the question, "Can this topic be presented to have interest and value to a general audience?" A few of our more specialized extension topics were eliminated, but usually the answer was in the affirmative. Demonstrations by county

agents, extension specialists, and 4-H Clubs have been our main stock in trade, although frequently we have moved outside the extension field to include other agricultural agencies and topics of general interest to town and country viewers.

Last February the job of producing a 5-day-a-week television show looked like an overwhelming assignment. We wondered how our county agents and other specialists would respond to the bright lights, whether we could get enough suitable topics, if our type of program would really interest a general audience. None of our fears seems to have been justified. The county agents who are doing a good job in meetings and demonstrations have been doing an equally good job on television, the list of good topics seems to be inexhaustible, and the reaction of viewers has been most encouraging.

A recent WCAX-TV pulse rating showed that 13 percent of the homes with TV sets in the viewing area were tuned to our program, indicating a daily audience of over 50,000 people.

Particularly gratifying to us was the fact that our rating compared very favorably with local and network entertainment features supposedly having a much larger audience than an educational program.



Two baby spring lambs, "Fuzzy" and "Muzzy" appear with their mother on "Across the Fence," Vermont TV program. Emcee Lloyd Williams (left) and Don Balch, Assistant Animal Husbandman.

Idol of the Air

EARL RICHARDSON, Extension Editor, Michigan

YOU, too, must have worried about your radio or television program being shifted about the calendar or clock to make way for a commercial commitment. Most every extension agent has.

But the agents in the Grand Rapids, Mich., area have partially whipped this problem with a gimmick which has created a lot of interest.

It's a small Bantam rooster, who after training, crows on cue to put "Tele-Farm Visits" on the air. Rarely will "Prince of Woodland" (the station call letters are WOOD-TV) miss getting in his loud and lusty crow. And he is an idol of thousands of young and old listeners in the area.

Although the program has been shifted from noon-hour to mid-morning and then to 6:45 to 7:00 a.m., the 15-minute program continues to pull mail.

After the area extension television committee agreed to the rooster idea, they ran a contest to name the bird.



This brought 975 letters from about half of Michigan's 93 counties. A film of the Apple Smorgasbord, held annually by apple growers in the Grand Rapids area, resulted in 300 requests to the station for apple recipes. Regular mail pull covers a 100 mile-radius area.

The bird is not the only feature on the show; there is a variety of home economics, agricultural, and 4-H Club information, educational features, and market and weather reports. Agents from a number of counties cooperate with the local Grand Rapids (Kent County) staff which carries the bulk of the load.

Mail pull has caused the station management to have high regard for the show and a pulse rating of 4.7 last spring when the program ran adjacent to "home," which had a rating of 4.9, was additional recognition of its popularity.

So if you are concerned about the problem of keeping the same time with your radio or television show, why not figure out some unique feature for your show that will pull listeners, regardless of the time the show is aired.

Training for TV

MAURICE E. WHITE, Radio-TV Farm Director, Wisconsin Extension Service

WHEN extension agents in Wisconsin and Michigan had a chance to appear on TV, they appealed to their agricultural information offices at the University of Wisconsin and Michigan State University for help. "On camera" workshops were held for them at both Wausau and Marinette, Wis.

In these two-day workshops, the tried and true method of learning by doing was found most successful.

A minimum of time was spent in acquainting the agents with the medium itself. More effort was put into making and using visual materials, but the real drive was devoted to actually planning and presenting programs by the agents.

Agents were divided into teams of three or four and assigned the task of preparing a 15-minute program with a deadline which allowed from one to two hours to get ready. To provide balance in visuals suitable for television, each team was assigned the task of building a program around

particular visuals. One group used slides, another film footage, a third group used charts, stills, flannel-graphs and flip boards, while a fourth group was assigned models and live visuals.

At "deadline," one team at each workshop presented a program on "closed circuit" at the television station. This was done with the program director actually calling the shots with the cameramen and floor crews on duty. The audience of agents alternated between the studio and control room.

The other teams presented their programs at the courthouse meeting rooms under simulated studio and camera conditions. The audience of agents and workshop staff then did a critique on each performance. All agreed that there could be no more critical audience. The agents unanimously agreed that this type of programming under pressure was exactly what they needed. They also gained confidence and a better understanding of the mechanics of television from the closed circuit presentation and viewing live programs from the control room.

Both workshops were carried out much the same. Perhaps unique was the workshop at Marinette which was a cooperative effort between Michigan and Wisconsin. Three counties each in Wisconsin and Michigan are teaming up on a regular program schedule. And at the workshop, information specialists from both States took part.

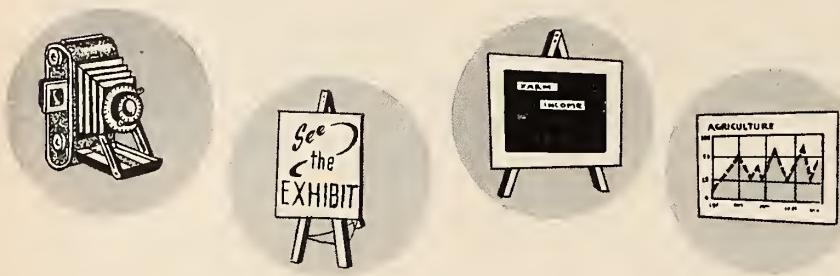


John Saemann, forestry agent of Marinette County, Wis., gets instructions on the techniques of a TV closeup at the Marinette workshop. To the right of camera are Margaret McKeegan, extension television editor for home economics at Michigan State University, and Maurice E. White, radio-television farm director, University of Wisconsin.

Visual Aids—

Can't Do Without Them

OSWALD DAELLENBACH, Clay County Agent, Minn.



VISUAL aids have been a great help in effective Extension teaching in Clay County, Minn. But experience has taught us that it takes many different kinds of aids. Some stories are best told using one device; others require entirely different ones.

In a series of meetings on interior decorating, entitled "Color in the Home," former Home Agent Eleanor Fitzgerald found the flannelgraph extremely effective. Almost any color combination anyone thought of could be created in a few moments. Some were in harmony. Others clashed. But when it was over most home-makers knew and remembered better what colors they wanted in their own homes.

Two very alert 4-H Club boys worked out a series of charts which they used in a tractor maintenance demonstration. County Club Agent Bob Gee learned the value of these charts

when he conducted a series of 4-H tractor operators' schools at trade centers throughout the county. With repeated reference to the chart before them, club members found it easier to follow and remember adjustments and operation as the agent went through them step by step.

In many other cases, we have found several uses for the same visual material. Last June we went out with a camera and took pictures for a TV show on grass silage. They were enlarged to 8" x 10" on matte paper and mounted. With the television camera on the picture, a pointer could be used along with the discussion. But these pictures served another purpose when placed on the office bulletin board through the "grass silage" season. They were a ready reference for the farmers interested in low cost silos and low cost handling.

On another TV program on egg quality, we used placards, each with one main point. These were held on the table before us which meant a minimum of moving around. It also meant that we could jot down a few notes on the back of the cards for reference if they were needed. Later on we found these same placards worked in very nicely at small, informal meetings out in the county.

Displays tell stories, too. The winning 4-H booth at the county fair went on to the State fair and back again into the window of a local department store. It told farmers and townspeople alike the story of 4-H leadership.

Colored slides have been especially useful to all agents. Pictures of 4-H projects, tours and other activities have been used not only among 4-H people but also with civic and service groups in acquainting them with club work.

Slides taken by the county agent while harvesting a potato variety plot in September will come alive on a cold January evening meeting. Supplementing the slides will be samples of typical tubers selected in the fall from each variety row.

On another night, slides of a grain variety plot at different stages of growth will add color to the winter landscape. Here again will be samples, both in the sheaf and of threshed grains, that will further appeal to the eye.

And it appears that people's eyes are more responsive than their ears. This is especially true when the visual devices are tailored to fit the problems or situations at hand.

EXHIBITS HAVE TO TALK FAST

STANLEY W. IHLENFELDT, Clark County Agricultural Agent, Wis.

A GOOD exhibit can tell a story quicker than any other media. In a matter of seconds the well planned exhibit can convey a message which might require many minutes by movies, demonstration, radio, TV, a talk, or the reading of a newspaper, magazine, or bulletin.

On the other hand, an exhibit try-

ing to tell too much or one that is cluttered is often confusing and not worth its cost. For this reason, we consider that planning is the most important step in developing an exhibit. In our office, we first of all consider the five W's: Who, What, When, Where, and Why.

After our idea is developed, we

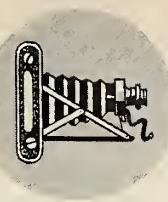
make a scale drawing of the exhibit, keeping in mind the location and portability. Opinions are obtained from professional people and specialists in the field. If revisions are required, another scale drawing is made. This drawing is then shown to several laymen to check the understandability of the exhibit.

However, if commercial display concerns are available, they certainly should be consulted. Our electrical gadgets have been handled by the manager of the local Rural Electric Administration, who makes electrical gadgets his hobby. With his help, we have been able to develop a large flying bee, large prints of butter revolving, a talking farmer, and lights flashing on and off in a series.

Our local florist is quite a hand at making figures and characters out of styrofoam. We let our local sign painter use his judgment on the style of letters.

Prior to the production of an exhibit, costs are estimated and approval obtained from the local agricultural committee. In the case of exhibits for the State Fair, a guaranteed premium is offered so that a booth is budgeted around the premium. In other cases, costs are discussed along with when and where the display will be used, the story we're trying to tell, and who our audience is. In some cases, county funds have been used for exhibits.

From our experience it seems that the secret of attracting people to an exhibit at fairs and other large gatherings is to have something for the children. I've seen children literally drag their parents considerable distance to see such animated objects as a honey bee or farm equipment. Children will watch animated objects for some time, and consequently the parents are required to do so, too.



A Double Take

HARMON BOYD, Union County Agricultural Agent, South Dakota

DO you want to get an idea across so people will understand it? Okay, then you'd better take your camera along and get a shot or two of the subject that you have in mind.

Pictures have always been one of Extension's best teaching tools. On TV a good series of pictures, well narrated, is the best way to tell your story.

I have used successfully either the actual on-the-spot demonstration or pictures of field demonstrations when it was my turn to put the Siouxland Farmer on over KVTW, Sioux City, Iowa. Weed control, erosion control, contouring and terracing were some of the subjects covered with pictures this year.

Here's how. First, figure out what one of the most urgent agricultural problems is for that particular time of year, something that people are really interested in.

Second, decide where to get pictures to illustrate the points you wish to emphasize.

Third, get a helper or two and go out and shoot your series of pictures.

Fourth, get your pictures developed, sort them (you can't use all of them), and then arrange them in the order that you want them to come on your TV program.

Fifth: write your narration. Be able to tell the people what you want them to see in the pictures you show. Practice, and then practice some more, so you know what you are going to tell about. Don't wait for an inspiration after they put you on camera.

Equipment? I use a good 620 camera, light meter, and when necessary, flash pictures. Have them developed to jumbo size which costs 6 cents a print. That's all the size you need for perfect TV pictures. Always take the pictures horizontally as a TV camera is made that way.

Slides can be used too, but they're not quite as handy and available normally as ordinary good black and whites. Use these, plus a little imagination and lots of preparation, and you can have a TV show that people will look at and listen to.

City Council Buys Camera for Agents

FOR several years Pike County, Ky. extension agents have prepared a news column for the local newspaper. In June 1954 the Pikeville city voted \$150 to the local Extension Service office to further extension services to the people of Pike County.

After discussing several uses for the money the agents and the editor agreed to buy a Polaroid camera. Pictures of extension activities could be used with a related story to start each weekly column. The newspaper would share the cost of making the cuts.—Manuel B. Arnett, Pike County Agricultural Agent, Kentucky.



Hubert E. Ball (right), assistant county agent in Pike Co., Ky., gets a picture of county agent Manuel B. Arnett (left) and James Turley, editor of the Pike County News. The photograph was used in the Extension Service column of the local paper.

County-made Publications

ALBERT G. VOLZ, Extension Director,
Stanislaus County, Calif.

BULLETINS, circulars and pamphlets are important tools in carrying out an effective extension program in the county. A check of the distribution file in the farm advisor's office last November showed that there were 1,078 different bulletins on hand and available to local people at that time. In analyzing these bulletins currently available for distribution, there were 585 bulletins and circulars printed and distributed by the University of California, 233 Federal bulletins from the U.S. Department of Agriculture, and 260 circulars and pamphlets developed and written by the local staff. In other words, approximately one-fourth of all the bulletins, circulars, and pamphlets which are given out are prepared in the county.

Stanislaus County has a farm and home advisor staff of 17 people with 6 stenographers. The county is located in the center of the Central Valley of California, and is highly diversified and productive. There are some 85 commercial crops produced

in the county. County produced publications are needed because State and Federal bulletins are not available on the production of all the local crops.

All farm and home advisors have been urged to write their own circulars to meet their needs. During the past year each staff member has written at least 1 circular or bulletin and several have written as many as 10. The bulletins have covered a wide range of subjects, including a 28-page "Pictorial Annual Narrative Report" which was sent to 1,000 farmers and businessmen in the county. A keen interest on the part of the secretarial staff to constantly improve the quality of the work has helped to make this project a success.

The equipment used in the printing of the bulletins is a multigraphing machine purchased in 1950 at a price of \$1,300. The larger model sells for \$2,000 and is the machine best suited for this type of work.

Aluminum plates on which photo-

tographs and drawings as well as typing can be photographed are used on the machine. These plates when made up by a local commercial concern cost in the neighborhood of \$5 to \$6 a plate. Paper plates for use in short runs and where no photographs are used can be had for about 10 cents a plate. The aluminum plate cost can be reduced by 50 percent by the use of a \$90 exposure frame. The stenographic help can then make the plates in the office and the cost is only for materials. Another piece of equipment which is used in the county but is not absolutely essential is a folding machine. This machine costs \$350 and is a great timesaver. The other machine which is a help is a foot-operated stapler used to staple the pages together.

The information specialist staff in the State office has assisted to a great extent in giving suggestions on the layout and the proper makeup of the material which has been published.

Through the Sagebrush

GEORGE M. DELANY, Chairman, Extension Agents, Grant County, Wash.

OUR problem in Grant County, Wash. was how to place timely information in the hands of potentially 1,900 new farm families in the Columbia Basin. Many of these families were new to the farming business and would have to start with sagebrush lands, clear and prepare them for irrigation and build a home.

Every means was used to put a copy of the "Farmers' Handbook" in the hands of every new farmer before he started development of his new farm. This was a 115-page manual covering such topics as crops to grow, preparing land for irrigation, farm family living, livestock, credit, and

financing — subjects that the new settler needed to know in making decisions when development started. These were given to office callers, mailed to landowners writing for information, handed out to veterans at farm selection meetings, and given to farmers in the field by agents making farm calls. Also wide publicity through regular newspaper stories and radio programs told of their availability.

After four years we find many farmers still using and quoting from this bulletin. This stimulated the request for many more specialized bulletins and in the past four years

almost 25,000 bulletins have been distributed to these farmers.

We found early in the development that newspapers and radio alone couldn't be relied on to get timely information to these people after they moved to the area on their farm. They were too busy to listen to radio and hadn't developed interest in local papers. This called for another means of reaching them and the circular letter has been found the most effective.

During the last three years an average of nine of these per year have been used to bring short, timely bits of information to this group of

farmers. The "Water Users Letter," as it has been called, carries notices of meetings, new information, timely reminders, and suggestions on how to do a better job of farming.

When 1,814 copies of the letter went out in October, 1955, the Grant County Extension Staff decided it is the best read publication in the county, because of the complaints received when a small group received blank copies through an error in mimeographing the last issue.

Better Informed Consumers

This new leaflet recently released by the Federal Extension Service contains a brief report and some interpretations of the findings in an evaluation study of the Extension Service Marketing Information Program for Consumers at Louisville, Ky. The findings have application for any of you interested in reaching an urban audience with consumer marketing information. The leaflet contains information on what was the most effective way to reach consumers, what their food-buying habits and problems were, what use consumers made of the information, and what they think of this type of service.

If you would like a copy of this leaflet, send your request to Distribution Section, Federal Extension Service, Washington 25, D. C.

Circulars for Special Groups

J. C. POWELL, Edgecombe County Agent, N. C.

WE find that we get our best results from circular letters when they are sent to specialized groups with which we are pushing a definite program. Our beef cattle producers are an example of such a group.

We have about 150 farmers who, in varying degrees, are interested in growing beef cattle. In connection with these, we have a definite three-point program that has been adopted by cattlemen. We have used circulars very effectively in keeping these three points before the group, and in getting a good cow-calf program started. The three points stress the value of:

1. Abundant pasture and grazing.
2. A rigid breeding program.
3. Good purebred bulls of the right type.

We try to send beef cattlemen two or three letters a year at appropriate times to remind them of the things they need to do then, and also keep before them three cardinal points.

One of the big problems with a circular is to get it read before it is thrown in the wastebasket. Two methods are used in our beef cattle letters in an effort to get this done: We try to engender the spirit of competition and stress the "dollar angle."

Most circular letters are better if kept to one page. However, if we think the material is interesting enough to be read, and more space is needed to get the idea across, we don't hesitate to use more. We also try to put as much personal appeal in the letter as possible. We've found that a good strong opening sentence has been helpful.

In writing circulars we mentally address one person and write to him. I expect we violate many of the principles of good letter writing, but we have been well pleased with the results of our beef cattle circular letters. In our opinion, it is the next best thing to personal contact.

REACHING 60 OR 6 MILLION

(Continued from page 29)

zines, radio, television, and university publications. Here are some of the results.

1. A 45-slide color slide set, "Corn—Yesterday and Today." Wiebusch is using this set in small neighborhood meetings throughout the winter. Because of statewide application, the State office duplicated 16 sets. Commercial firms and other States have already purchased a half dozen sets. Ten sets are available to both county agents and vo-ag teachers for use in their educational programs.

Lecture notes prepared by Wiebusch, Jensen, and Jones accompany each set. In addition a tape recording featuring these three plus Ray Wolf, extension radio specialist, is available for use with the set.

2. A short 10-minute sound movie is available for meeting and TV use. This was produced with the help of Visual Specialist Gerald McKay.

3. Newspaper and magazine articles carried the demonstration results across the State and Nation.

4. Radio network programs on ABC, NBC, and CBS featured the demonstration. Moreover, nearly every radio station in Minnesota carried the story as result of a state-

wide tape service or personal interviews.

5. The story of "Corn—Yesterday and Today" will be covered in a University publication, "Minnesota Feed Service." Reprints of this pictorial and graphic article will be available and be used as posters.

6. Figures and facts on the demonstration are being used in agronomy and soils classes in the University's College of Agriculture.

Certainly very few demonstrations or field days lend themselves so well than an audience can be expanded from 60 to 6,000,000. But careful advance planning to use mass media and visual and other teaching aids can do it.

You're not born a GOOD PUBLIC SPEAKER

IVAN D. WOOD, Federal Extension Service

LIKE most all things that we attempt to do, successful public speaking requires a good knowledge of fundamentals. I have been greatly disappointed many times in listening to talks by men with national reputations. There was too much repetition, too much fumbling with notes, too much "ahwing" and "uhming," and often too much encroachment on the next speaker's time. We in public life ought to do better than average, and in most cases we do.

In giving a talk in public, there are three things to be considered: You, the speaker; the talk you have prepared; and the audience, whom you hope will listen. They *will* listen, if you have mastered some of the fundamentals.

Mind Your Mannerisms

You, the speaker, are on your own as soon as the chairman introduces you. No one can help you now and you succeed or fail, depending on how well you know the rules and how well you have prepared yourself for this moment. How about your mannerisms? Are you a "necktie twister," a "key swinger," a "change counter?" Do you hitch up your pants, take off your glasses and put them on again a hundred times, or is your favorite diversion "fountain pen fondling?" In other words, are your hands in the way? Since you cannot get rid of them, learn what to do with them. Many speakers find that holding their notes neatly placed on cards, in the left hand helps this annoying habit some speakers have of handling everything in sight. Standing behind a rostrum also helps if you do not lean on it like you were exhausted before you start.

Speak Up

My greatest criticism of speakers in general is their reticence to talk loud enough to be heard beyond the first six rows. One's voice does sound loud and must be to reach to all

parts of a room if no public address system is available. If new in the business of public speaking, have someone in the back of the room signal you as to voice level until you learn how much power it takes under different conditions.

Some speakers put the audience to sleep by talking too slowly. If the listener is forming the sentences in his own mind before you do, he is often lost or tires of the process and goes to sleep. Good enunciation is important. Three common faults are running words together; swallowing the words; or keeping the sound in the throat instead of the resonant cavities of the head; and finally, the fault of not opening the mouth wide enough for the words to get out.

All words should be properly pronounced. Watch out for such words as GOVERNMENT, CONGRESS, GRATIS, ARCHITECT, ALBUM, BUOY, and SECRETIVE. Above all, develop a friendly quality to the voice. This usually captures the attention of the audience and puts them on your side.

Be Yourself

The listening public is quick to detect affectation on the part of a speaker. A recent radio poll of listeners scored women as the worst offenders on this point. Be yourself and use the same tone and words you use in talking to a friend. You must believe in what you are saying and you must feel the same as you wish your audience to feel. As the Negro preacher once said: "I reads myself full, prays myself hot, and then talks myself empty."

Self-confidence, of course, comes with experience and good preparation. It is well to remember that you, as the speaker, often know more about the subject under discussion than anyone present. Alertness helps. Watch the facial expressions of the audience. Keep them looking at you. If they seem to be inattentive, tell a story or change pace.



Outline Your Talk

Most speakers have their own system for preparing a speech. I like to outline the talk completely and think it over for a few days. Then I write it out in detail and later condense it on small cards which are carried in my pocket or held in the hand during the talk. Some people seem to think a speech will come to them from thin air after getting up before the audience, but this seldom happens.

In preparing a speech it is well to read a great deal more background material than will be used. Often someone who knows something about the subject under discussion will ask a question which may prove embarrassing unless the speaker can demonstrate that he knows what he is talking about.

Watch Your Diction, Sir!

Technical language has no place with most audiences. Technicians may use technical language with each other. Some speakers seem to think that big words will impress an audience, but this is seldom the case.

The first words a speaker utters from the platform are often the most important ones. It is necessary to get the attention of the audience immediately. I have some don'ts so far as my own talks are concerned. Don't start with an apology. "I really did not expect to be called on;" or "I am a poor hand at public speaking," and other such statements are weak beginnings. Don't start with such statements as "I am really complimented to be allowed to speak to you." The audience is not interested in this and considers it so much chaff.

Complimenting the audience is usually considered in the same light. I never start a talk with what I may think is a funny story. The audience may not think so and my morale would be badly hurt.

Successful starts consist in noting some achievement of the community or by some of its young people. I often recall some important historical fact that has affected the community or State, some little-known fact which will be of interest. Sometimes a reference to something which has just happened, like a big storm, a flood, or fire, which is still fresh in the minds of the people, makes a good start.

The body of the talk should, of course, be arranged in logical order and should present a new viewpoint. This will take some study and some ingenuity. Nonessentials should be omitted and there should be no hedging. In most talks, it is necessary to concentrate on main ideas. Bringing into the discussion unrelated ideas only serves to confuse the audience and sometimes the speaker. Change of pace will keep the attention of the audience. If the speaker has been concentrating on several important facts, he should relax his listeners with a story.

Use Visuals Discreetly

Teaching aids such as charts, slides, and models have an important place in presenting ideas. I am afraid that some speakers of late have attempted to substitute gadgets for good public speaking with results which have not been too satisfactory.

In concluding the talk, be sure to conclude it. Don't announce the end and then continue to talk for another half hour. Summarize briefly to bring the audience up to date. It is well to save a few good statements for the last. Leave a good taste in the mouth of your listeners.

Watch the clock. I have long since lost patience with long-winded speakers who encroach on the time of others. Usually the long-winded speakers are the poorest on the program. The old fashioned hook with which poor actors were removed from the stage in Shakespeare's time might well be revived with good results.

One Way To Measure the Value of Mass Media

ARLIE A. PIERSON, County Extension Agent, Plymouth County, Iowa

EVALUATING extension communications by mass media presents a tough job for county extension workers. At least it is for the staff in Plymouth County, Iowa.

Several things make it tough. In the first place, we're not social science investigators, nor are we statisticians. We don't know how much stock we can put in the casual comments we hear on our mass media work. You could add a lot more reasons.

Last year the Plymouth County staff did a mail survey that was pointed toward some answers in this area. We don't know how far a statistician would let us go on the findings. But we did get some answers that help us . . . and help our program development committee in tying mass media into the educational program.

Here's what we did: We framed questions on four areas of mass media activities and included them in a questionnaire on program planning information. These mail questionnaires went to all farm families in Plymouth County. The responses totaled 305, a little over 10 percent.

Extension staffs of Plymouth County and our neighbor county, Cherokee, have been presenting 4-H subject matter by television. We have taken a program before the cameras of KTIV, Sioux City, regularly each month, with the 4-H Clubs of the two counties holding their meetings at the same time. Club members have met to view the program as a group and then moved into discussion of the subject.

The survey showed that 210 families, including many without 4-H members in the family, regularly watched the program. Forty-eight families did not.

The extension staff has participated regularly on an agricultural television program on KVTW, Sioux City. Survey results listed 162 regular viewers and 116 nonviewers.



Each of the three extension workers on the county staff has written a regular weekly column. Here are the readership figures on them:

County extension director's column, read regularly by 226, not read by 62.

County extension home economist's column, read regularly by 138, not read by 115.

County extension youth assistant's column, read regularly by 165, not read by 96.

The staff has been doing a regular Saturday radio program. Seventy-three of the survey respondents checked that they heard it regularly, 205 did not listen.

From a purely scientific standpoint, of course, we can't take these as concrete, expandable findings. We didn't make a second mailing to bring in more questionnaires, and we didn't study a sample of the nonrespondents to get an idea about the folks who didn't send their questionnaires back.

But in Plymouth County the information we got is valuable. It helps us evaluate the work we've been doing. Our program development committee was particularly pleased with this indication of the acceptance of our mass media activities.

Such a survey is fairly simple to make and reasonably low in cost. Our staff feels well rewarded for the time and expense that went into it.

Industry Backs Agriculture

LOUIS H. WILSON

Secretary and Director of Information, National Plant Food Institute

IN THE FIELD of agriculture, public relations have been measured for years by the yardstick: "If it's not good for agriculture, it's not good for the industry that serves agriculture."

In helping our land-grant colleges build a sound land management program, we are helping to build a sound program for business. Most industries whose customers are farmers realize that prosperity for the farmer means prosperity for the associated industries of agriculture.

Progressive, prosperous, and productive agricultural industry representatives long have familiarized themselves with the land-grant college program. They have encouraged worthwhile research at our great experiment stations and they have supplemented the educational efforts of extension workers. They have provided grants in aid and they have added to the "tools" available to the county agent in translating the complicated findings of research at the farm level.

Farmers themselves say they are farming only half as well as they know how to farm. For example, in the United States farmers are using less than half as much fertilizer as their experiment stations and county agents say they could and should use profitably.

Selling agricultural research and

the Extension program should be a basic part of every trade association whose members depend upon farmers as their customers. In fact, agricultural research takes on increasing significance and requires more effort than ever before in view of the fact that farmers represent only about 13 percent of the total population.

In the past, we in agriculture have been a little guilty of talking to ourselves. We've done a pretty good job of putting science to work on the farm, but we have been woefully lacking in our customer relationships—relationships that mean telling the story of upgrading the American diet, telling why we are the best fed, the best housed, and the best clothed nation in the world. Unless we do a better job in the field of agricultural public relations, we may soon find ourselves having to justify financial investments we have made in our agricultural research and educational programs, notwithstanding the fact that we need to strengthen our agricultural research and educational programs now more than ever before.

So, we find the need for allying ourselves with the land-grant colleges more compelling, working closer with the county agents and supporting sound agricultural research—all telling the story of the farmers' march of progress and how their achievements have contributed to our high

standard of living. Good public relations means telling the truth about agriculture.

Despite our past efforts, there is a time-lag of about 15 years between research findings and their application on the farm. This means that our job of extension education is cut out for us for many years to come.

Our programs and projects designed to increase the efficiency of the American farmer represent a continuing operation for the county agent and agricultural industries. Too often, all of us in agriculture overlook the fact that we have a responsibility to the consumer. As we recognize these elementary truths, we find ourselves telling the story of agricultural efficiency before the city as well as the farm audience.

Agricultural industries are proud that the land-grant colleges, the county agent, and the experiment station workers have opened the doors for all who are willing to work for better farming and for a self-sustaining agriculture. All forward-looking leaders in the field of agricultural industry will welcome opportunities to supplement your productive programs, for they recognize that their own prestige and their own prosperity, in no small measure, are geared to the success you achieve in building a better tomorrow for farmers.

Happy Birthday!

WHEN a newspaper in any land anywhere celebrates its 99th anniversary, that's news! But it is not just news, it is an occasion for a celebration. At least that was the conviction of the Franklin Parish (County) Home Demonstration Council members.

The Franklin Sun, Winnsboro, La., was unceremoniously observing its birthday just 1 year shy of the cen-

tury mark, when home demonstration clubwomen, bearing luscious refreshments, descended on the employees and staged a surprise party. The women stated that they wished to congratulate the paper on its great service to the people in that parish. They said they wanted to try to show their appreciation for the splendid coverage the paper consistently gives the agricultural, homemaking and

4-H programs. So over a delightful party menu they "socialized" and thus tied the friendship knots tighter.

This is a good piece of public relations, one that might well be emulated by other agents. Too often agents take editors' cooperation as a matter of course and fail to take advantage of opportunities as the Louisiana clubwomen did.

Communications Program Parallels Community PROGRESS

J. C. BROWN, JR., Associate Extension Editor, North Carolina

BEFORE 1949, Rockingham County, N. C., had no long-range program for rural development. County Agent Ed Foil recalls, "We just met the problems as we came to them." Neither did the extension agents have any regular contacts with the newspapers and radio stations that serve the county.

Whether or not there's a cause and effect relationship, the county now has one of the State's most successful blueprints for agricultural development, and one of the best working relationships with editors and broadcasters of any extension office in the State.

Foil feels there's a strong connection. "With anything this big (a long-time progress program), we had to use mass communications, not only to get information across, but to let one community know what others are doing and keep the communities active through a spirit of competition."

In 1952, the county won first prize (\$1,000) in the State for having the most outstanding rural progress program.

In 1949, the local extension workers met to analyze the county's situation and seek ways to strengthen its rural weaknesses. It was a veteran staff, well-acquainted with the people of the county, and this knowledge was supplemented by census studies.

Located in the rapidly-industrializing Piedmont area, Rockingham was and is well salted with full-time farmers, rural residents who work in nearby towns, and part-time farmers. Most of these residents maintained their social ties with one of the 25 or 30 community organizations that provide the climate in which leaders grow, yet the agents felt the county was restricted in its agricultural development by the lack of local leadership.

Rockingham County is blessed by the proximity of three major cities, Greensboro and Winston-Salem, N. C. and Danville, Va. Discounting tobacco sales, Rockingham County was doing little to supply these markets with farm products.

The agents also observed that Rockingham was well-balanced between agriculture and industry, but there the balance slipped badly. Farmers were getting about 92 percent of their income from 20 percent of the land, that in tobacco. There were only 16 Grade A dairies in the county, and local poultrymen supplied only a small percentage of the eggs consumed in the county; there was no egg-grading station. There was a wide variation in the acceptance of extension recommended practices. Some farmers made \$900 an acre on their tobacco, others only \$400.

Shortly after this initial meeting of extension agents, Foil and Home Agent Marion Bullard, since succeeded by Isabelle Buckley, and their assistants invited representatives of various commodity groups, agricultural agencies, civic and business interests, and farm organizations to a meeting, and put the problems and possible solutions before them.

It boiled down to a problem of farm income far lower than it could be, and a solution that rested in organized, continuing local action. In all, 10 of these meetings were held, each attended by 8 or 10 persons who examined particular phases of the county's agriculture. Due note of the meetings was made in the local press and local radio stations, and the idea of community development attracted considerable interest by June of 1949, when the agents invited 100 key people to attend a meeting.

Out of that meeting came Rockingham's "Farm, Home, and Community Development" program. The



delegates voted to develop a plan, print it, and present it to communities as a pattern for organizing and developing local programs.

The area was served by one local daily and two weekly papers, and larger dailies in Greensboro and Winston-Salem, and four radio stations. The extension staff took turns handling a daily radio broadcast over a local station. Any story they had to tell went to all outlets in the county.

Reaction from communities was heartening. The agricultural workers received immediate requests from communities to discuss the plan at local meetings. Where the people were interested, they organized, elected officers and named sub-committees on commodities and enterprises.

Of the 25 or 30 communities in the county 22 are now organized. Thirteen participated the first year the plan was in operation. Business people offered \$2,000 a year to local communities that show the most accomplishment. They also helped establish an egg-grading station in the county.

One of the requirements before a community can enter the county progress contest is that it have an active reporter.

Foil considers that the development of local leaders is the main accomplishment of the Farm, Home and Community Development plan. This has contributed to more tangible results, which can be measured statistically.

From the first, mass media helped immeasurably in clearing the initial hurdle in a progress program, getting the people to recognize their needs and opportunities. The Extension staff is sure that the job couldn't have been done without the regular use of all communications channels, nor could the program be kept alive without it.

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Counting Your Cash

DR. GERHART D. WIEBE

Research Psychologist
Columbia Broadcasting
System, New York City

ARICULTURAL extension people seem to me to fall about midway between teachers and businessmen. In common with teachers, they have a high dedication to service—to helping others achieve a better life. They do so by making their own expertise available as a resource that others can draw on in striving for improvement.

But, on the other hand, extension people have a very definite impact on the economy of our country. They have to do with production and distribution and consumption. In this sense, in coming to grips with immediate issues of profit and loss, they are like businessmen.

When I was a kid in Nebraska, there was a saying, "Don't try to teach Grandma to suck eggs." At the risk of getting into a field in which you are expert and I am not, I want to challenge you to reexamine the businessman part of your job. Specifically, to make the issue sharp, I wonder if there are not a lot of extension people who have many fine products on their shelves to sell. But is it not true that they seldom or never check up to see how much they have sold?

Your products, including conservation practices, new ways of making draperies, methods of increasing the yield of milk, low budget recipes, and countless others are a wonderful line of merchandise for better living. But

isn't it true that the tendency is to display your goods without checking to see whether people "buy" them?

This idea doesn't come out of the blue. For, besides being a little like teachers and a little like businessmen, I think you are also a little like broadcasters. Broadcasters too are inclined to prepare their material with care, then distribute it—over the airwaves—and then to figure that the job is done. But the sponsors don't go along with this inclination. The sponsors teach us a hard and constant lesson. They tell us that you can't say that you have done a good job until you have gone out and found that people really take in what you have put out—take it and do something about it. Maybe you do some of that through talking with people, through observation, through the letters that come to you from people who have acted on your sug-

gestions. But have you done enough and have you done what you have done thoroughly? This is the challenge that I would like to pass on to you. You put out speeches, conversations, pamphlets, broadcasts, you conduct demonstrations and meetings, you distribute your products in many ways. You prepare them with care. You dedicate them to a better life for others. And you send them out.

Then what?

Do they get it? Do they understand it? Do they think it is important for them? Do they accept it? Do they do anything about it? The answers to such questions as these are analogous to a shopkeeper counting up what is in the cash register at the end of a day. The payoff is constructive changes in the lives of those you serve.

I know you are *interested* in the "cash." But don't forget to count it.



Are You Getting Through?